



2013 City of Edina Work Plan and Progress Report

The City of Edina's mission is to provide effective and valued services, maintain a sound public infrastructure, offer premier public facilities and guide the development and redevelopment of lands, all in a manner that sustains and improves the uncommonly high quality of life enjoyed by our residents and businesses.

Our vision is to be the preeminent place for living, learning, raising families and doing business distinguished by:

- A livable environment
- Effective and valued city services
- A sound public infrastructure
- A balance of land uses, and
- Innovation

The City of Edina is known for excellent city services and sound fiscal management. Our ongoing work will contribute this to tradition. In addition to our core services, the Council has identified six themes for the 2012-13 biennial budget in support of our mission and vision. These themes will guide our organization as we identify projects and prioritize our work.

2012-13 Council Priorities	Progress Report as of March 31, 2013
1. Advance Living Streets	1. Advance Living Streets
2013 Targets:	2013 Targets:
a) Create living streets policy	Engineering: Assistant City Manager Karen Kurt and Director of Engineering Wayne Houle met with the ETC Living Streets Committee on March 20, to discuss progress to date and next steps for the project. The goal is to have a living streets policy draft ready for Council review this summer and a more detailed living streets implementation plan completed in early 2014.
b) Complete construction of new pedestrian crossings on France Ave.	Engineering: The final documents are being submitted to MNDOT on March 26, MNDOT will confirm that all documents have been completed by March 31 and staff will update progress report at that time.

c) Coordinate the greater Southdale area transportation study	Engineering: Staff anticipates that a scope for this work to be completed in June and a request for proposal will go out to transportation consults for this work. Some areas that need further exploration are the Xerxes Avenue area by the Crosstown. Staff and the Mayor have a meeting tentatively scheduled in early April with the County to talk about the traffic issues and how the City could partner with the County and Minneapolis to study this area and utilize a study with the overall study.
d) Develop prioritized plan for the use of pedestrian and cyclist safety funds	Engineering: A Transportation Planner should be onboard by end of April to initiate this plan.
e) Develop sidewalk inventory and multi-year plan for building the City's sidewalk system	Engineering: Staff has started to inventory the sidewalk system at a GIS level. The Transportation Planner will continue this analysis once onboard.
f) Develop standards for signage and pavement markings for bikeways and pedestrian paths	Engineering: Completed. Standard bike signage and markings were submitted to the ETC on March 21 and the ETC recommended that staff adopt these standards.
g) Develop safe routes to school comprehensive plan	Engineering: Bloomington Health is leading this plan for both Edina and Richfield. The ETC is inviting Bloomington Health and the consultant to give an update at their April 18 ETC meeting, which will be in the City Council Chambers.
Future Years: Establish France Avenue collaborative group	
2. Support Redevelopment of Major Commercial Areas	2. Support Redevelopment of Major Commercial Areas
2013 Targets:	2013 Targets:
a) 50 th and France: Develop plan to add parking and implement way finding/ramp usage signage.	Administration: In progress. Real estate purchase negotiated in February with closing scheduled for June. Consultants interviewed in February. Input being collected from business and property owners. Selection of design team anticipated in summer with work to follow.
b) Grandview: Identify and implement near term improvements to physical infrastructure; work to identify economic development tools to induce development and conduct developer forums	Administration: In progress. Public works site to be cleared March/April. Consultants preparing TIF Study for summer implementation. Strategy for developer selection and implementation scheduled for April.
c) Southdale area: Work to determine priority of redevelopment of aging properties and appropriate development tools	Administration: In progress. Preliminary direction provided at January work session. Staff continues to work with owners and developers in pursuit of redevelopment.

d) Identify priorities for the use of HRA funds	Administration: Council work session was held on January 8 to discuss priorities with respect to the HRA.
e) Develop small area plan template	Community Development: In progress. Had discussion with Planning Commission Chair. Gather information from Minneapolis.
Future Years: Work to determine priority of redevelopment of aging properties and appropriate development tools in southwest industrial district; evaluate potential development plans for Pentagon Park	
3. Evaluate Public Recreation Facilities/Enterprise Funds	3. Evaluate Public Recreation Facilities/Enterprise Funds
2012 Targets:	2012 Targets:
a) Braemar Golf Course: implement path improvements and develop plans to redesign the driving range and adjacent executive golf course.	Parks and Recreation: A consultant for design of the driving range and executive course will be selected by May 1. Design will be completed in July. Ongoing path maintenance will be completed during the golf season and significant improvements will be completed by the end of October.
b) Evaluate and implement recommendations from the Art Center study	Parks and Recreation: City Staff is currently working on the professionalization of Art Center Staff. Staffing changes will be implemented by June, 2013. An Art Center Board sub-committee is working on the Mission and Vision Statements. Art Center Board approval of mission and vision is expected on March 28. Expansion of programming is the goal for the second quarter of 2013.
c) Evaluate and resolve future of the proposed Sports Dome	Parks and Recreation: Staff is currently evaluating the field needs assessment survey and is working with consultants on evaluating the Braemar athletic field site. City Council will receive field and dome recommendations by July 2013.
d) Complete Hornet's Nest addition to Braemar arena	Parks and Recreation: Completed March 2013
e) Evaluate and resolve the reconstruction of the Golf Dome	Parks and Recreation: Golf Dome reconstruction project was approved by City Council on March 19. We will seek City Council approval of final project bids in May. Begin construction in April and open dome in November.
f) Provide direction to staff on cost recovery expectations of current facilities	Parks and Recreation: The Park Board plans to form a working group to begin this project. Anticipated completion is June, 2014.
g) Develop a parks and recreation strategic plan	Parks and Recreation: March – Review mission, Edina 20/20, discuss internal and external environment, stakeholder analysis and RFP; April – Review and approve RFP and discuss needs assessment; May – Select consultant; July/August – Review needs assessment results; July – Board

	retreat to identify Edina Parks and Recreation strategic issues. Project to be completed by December 2013.
Future Years: Conduct senior center study	
4. Encourage Neighborhood Associations	4. Encourage Neighborhood Associations
2013 Targets:	2013 Targets:
a) Finalize neighborhood names and boundaries and City policy on recognized neighborhood associations	Administration: A public hearing on the project was held on January 22. The Council discussed the matter further at the February 5 meeting before referring it to a work session scheduled for April 2.
b) Begin administration of neighborhood association program, develop resources and conduct public information sessions	Community Development: Pending completion of the previous item.
Future Years:	
5. Improve Decision-Making Through Formalized Policies	5. Improve Decision-Making Through Formalized Policies
2013 Targets:	2013 Targets:
a) Adopt policy on naming of public facilities	Parks and Recreation: A work session was held in January with members of the naming and donations committees and City Council. Staff will present a recommendation for new naming and donations policies by December 2013.
b) Adopt policy on donations	Parks and Recreation: A work session was held in January with members of the naming and donations committees and City Council. Staff will present a recommendation for new naming and donations policies by December 2013.
c) Complete recodification of City Code	Administration: The first review by staff was completed in January. The next step in a legal conference review scheduled for April 22 and 23.
d) Conduct 2013 Quality of Life survey	Communication & Technology Services: Staff have begun working with Decision Resources to draft the 2013 Quality of Life survey, which will be administered in late spring.
e) Develop a strategic plan for economic growth	Administration: In progress. Staff researching effective plans for sustainable long-term growth. One current tool is the Emerald Export Initiative and March 26 business forum.
f) Evaluate and potentially adopt rental housing registration program	Fire: Researching Eagan's program.

g) Evaluate and potentially adopt code changes to address citizen concerns about redevelopment on 50ft lots.	Community Development: Changes being considered by the Planning Commission following public outreach. Anticipate bringing recommendations to the City Council in June.
h) Adopt construction management policy and a plan for enforcement	Community Development: Began using a construction management plan for tear down and rebuilds. Established a construction complaint hotline.
i) Revamp the City's operating budget process and document to improve public input and understanding	Administration: Staff are preparing new budget content/narrative and requests for the 2014-2015 operating budget. The goal is to have a council retreat on the strategic priorities for 2014-15 this spring. The Council is scheduled to receive their first budget overview at the May 21 work session. Staff is currently working with the Citizens League to design a citizen engagement process for the month of June.
Future Years: Identification sections of City Code for "best practices" review; review policy manual	
6. Promote Environmental and Personal Health	6. Promote Environmental and Personal Health
2013 Targets:	2013 Targets:
a) Promote Edina Emerald Energy Program and evaluate the addition of a residential program	Engineering: This item is scheduled for consideration at the May 9 EEC meeting.
b) Facilitate Do Town initiatives and evaluate the future of the program when BCBS support ends	Police: Addressed during March 19 work session. Community Health Committee and Staff began work to develop a plan to present to the Council and have added additional Committee meetings to the schedule to facilitate progress.
c) Continue progress on Green Step cities certification	Engineering: The City of Edina is currently the maximum "Step 3" city and continues to report new and modified actions on the green steps website. MPCA has asked the EEC to give comment on future step 4-6.
d) Broaden the mission of the Community Health Committee	Police: Council provided direction to Community Health Committee and Staff during March 19 th work session. Committee and Staff reviewed the current mission statement and will meet in April and May to draft and finalize the mission.
e) Develop a "Health Vision for Edina" as an enhancement to the Vision 20/20 strategic plan	Police: Community Health Committee and Staff met March 19 to introduce new members and organize efforts to develop this plan. Work groups were formed and initial assignments prepared. Next meeting is scheduled for April 16.
Future Years: Organized hauling study	

In addition to proving core services, City leadership has also identified themes for the biennial budget related to internal city operations. These themes support Edina’s mission, vision and Council priorities.

City Leadership Priorities		Progress Report as of March 31, 2013	
1. Improve Work Planning Process		1. Improve Work Planning Process	
2013 Targets:		2013 Targets:	
a) Utilize annual department work plans as a prioritization and accountability tool		Administration: Currently in process.	
2. Improve Service Through Technology		2. Improve Service Through Technology	
2013 Targets:		2013 Targets:	
a) Implement computer-aided mass appraisal for computer testing		Community Development: In progress.	
b) Conduct needs assessment and bid contract for electronic records management		Administration: Developing Work Plan with IT Manager. Committee will be formed in April to begin needs assessment, anticipate contact let before end of 2013.	
c) Design and implement second phase of City WiFi network		Communication & Technology Services: Staff have begun developing plans and obtaining estimates to extend WiFi to Fire Stations 1 and 2, Countryside Park and Braemar Golf Dome.	
d) Develop mobile device strategy and related policies		Communication & Technology Services: The Communications & Technology Services Department has entered into an agreement with The Foundation for Airwatch’s mobile device and application management. The Airwatch solutions provide cross-platform support for employee, corporate, or shared mobile devices. The department has moved beyond piloting iPads in local government and is actively procuring them for any department with a defined business need. The City now has more than 25 iPads in its inventory.	
e) Complete new “Edina store” on city website		Communication & Technology Services: In progress.	
f) Introduce field use of ipad for fire and building inspections		Fire: iPads have been purchased, should be implemented by IT soon.	
g) Purchase and implement CityWorks code enforcement software in health department		Police: Not yet started. Scheduled for second half of 2013.	
h) Implement on-line facility registration		Parks and Recreation: We anticipate full website implementation in May.	
i) Implement new fleet management software		Public Works: Working with Technology Services, waiting on server	

	update.
j) Implement new software and hardware to improve the distribution of Council packets	Communication & Technology Services: The Communications & Technology Services Department is trying the Granicus application iLegislate to deliver Council packets to iPad users. Additionally, iPads have been ordered for three Council Members.
3. Hire and Assimilate Key Leadership and Staff Positions	3. Hire and Assimilate Key Leadership and Staff Positions
2013 Targets:	2013 Targets:
a) IT Manager	Human Resources: The new IT Manager began February 26.
b) Building Services Manager	Human Resources: The position has been titled "City Facilities Manager". We have conducted final interviews and anticipate an April start date.
c) Transportation Planner	Human Resources: Second round interviews were conducted March 22. We anticipate an April start date.
4. Improve Communication Tools	4. Improve Communication Tools
2013 Targets:	2013 Targets:
a) Implement branding committee recommendations	Communications & Technology Services: A new logo for the government access channel, Edina 16, was introduced earlier this year. Work has begun on a logo for the Edina Senior Center.
b) Complete implement of new employee onboarding software	Human Resources: In progress. HR is working to develop and implement the new software.
c) Develop intranet for internal communication	Communication and IT Services: In progress.
d) Establish employee benefit committee to assist with the selection and communication of employee benefit plans	Human Resources: The Employee Advisory Committee (EAC) has been established and has met three times. The primary 2014 goal is to recommend changes that will make most effective use of dollars available, improve the city's ability to recruit and retain high-performing employees, and maintain compliance with healthcare reform and other legal requirements.
e) Establish labor management committees for police and fire bargaining units	Human Resources: This has not been started yet.
f) Purchase and implement police to citizen internet-based application	Police: Not yet started. Scheduled for second half of 2013.
5. Set Performance Expectations by Defining Organization Values	5. Set Performance Expectations by Defining Organization Values

2013 Targets:	2013 Targets:
a) Identify and define key expectations of individual staff members	Administration: Internal project team has been formed and has drafted an information gathering survey for employees that will distributed later this month.
b) Integrate key expectations into hiring process	Human Resources: HR will begin work after expectations are defined.
6. Improve Decision-Making Through Formalized Policies	6. Improve Decision-Making Through Formalized Policies
2013 Targets:	2013 Targets:
a) Revise and implement computer use policy	Communications & Technology Services: Staff have begun drafting new Information Technology Policy.
b) Develop city staff handbook	Human Resources: HR anticipates review by the Executive Leadership Team in by May.
c) Complete board and commission procedure manual	Administration: Not started.
d) Develop and implement plans to comply with the Patient Protection and Affordable Care Act.	Human Resources: HR is working with Finance and they City's health insurance broker to determine required changes and budget accordingly.